



Center for
Sustainable Energy
CALIFORNIA

California Solar Initiative

**Interim Marketing &
Outreach Plan
PY 2008**

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CCSE Interim Marketing & Outreach Plan – PY 2008

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California Solar Initiative CCSE Interim Marketing & Outreach Plan – PY 2008

Introduction

This document outlines marketing activities and materials that the California Center for Sustainable Energy (CCSE) proposes to utilize during the 2008 calendar year to implement its administrative responsibilities for the California Public Utilities Commission (CPUC's) California Solar Initiative (CSI) in the San Diego Gas & Electric (SDG&E) service territory. In accordance with Appendix A to Decision 07-05-047 (D.07-05-047, referred to subsequently herein as the Decision), we submit this plan on an interim basis, subject to Energy Division staff review and approval in consultation with the assigned Commissioner. Implementation strategies may evolve as the program proceeds, in response to the needs of the marketplace and specific customer feedback.

This Plan outlines a broad array of activities that will allow CCSE to train key industry stakeholders as well as introduce and promote the CSI to prospective market participants, customers, and the community at large. After receiving additional direction from the Commission, CCSE submits this Interim Marketing and Outreach Plan for 2008, which focuses primarily on those activities specifically called out in the Decision and Guidelines for 2008 Interim M & O Plans, Energy Division, November 2007.

Program Context

Program Summary

The California Solar Initiative (CSI) provides financial incentives to utility customers for the installation of new photovoltaic systems in commercial, government and existing residential applications. CCSE is the program administrator and implementer for CSI within the SDG&E service territory.

Program Background

In January 2006, the CPUC issued Decision 06-01-024 (D.06-01-024), which adopted funding levels and sources for the California Solar Initiative (CSI). Incentives for residential retrofit, commercial and government/non-profit photovoltaic projects previously funded within the Self-Generation Incentive Program (SGIP) and California Energy Commission Emerging Renewables Program (CEC ERP) are being funded through the CSI as of January 1, 2007. Residential new construction projects will be accommodated through the CEC New Solar Homes Partnership (NSHP).

State-wide Marketing Efforts

Up to \$5 million per year will be available for coordinated statewide marketing and outreach. Whether these funds will be directed by the CPUC or channeled toward regional efforts through CSI Program Administrators (PAs) will be determined at a later date in Phase II of this Rulemaking. In the interim, D.07-05-047 specifies that each PA dedicate \$500,000 to perform preliminary marketing and outreach, focusing on basic program information and training for installers.

CCSE is eager to collaborate with the other CSI PAs – and the CEC via its Go Solar Web site – to leverage marketing resources where possible. This will include sharing and streamlining collateral materials to exploit opportunities for co-branding and defining an effective strategy for developing and delivering CPUC-mandated informational materials (such as the monthly newsletter) on an ongoing basis. Together with the other PAs, we will seek to avoid duplication of materials produced at the

statewide level. CCSE will contribute to and strive to leverage any branding materials that are developed for statewide use.

We note that the CEC will be rolling out its NSHP marketing campaign in February 2008, in San Diego. In the interest of promoting an integrated approach to solar outreach in the state, CCSE fully expects to participate in this campaign as a partner with the other CSI PAs; some of the activities included here would likely count as in-kind contributions to that end.

Interim Marketing Expenditures

Continuing outreach efforts for the CSI will focus on building increased awareness of the program itself and on core training activities. Once the institutional knowledge and infrastructure have been developed and awareness of CSI participation requirements and program benefits has been suitably disseminated among vendors, potential customers, and stakeholders, future marketing activities can be increasingly customized in response to the needs of the marketplace.

Significant outreach investments in the initial years will reap long-term dividends. As awareness and installations increase and are properly promoted among prospects, vendors, stakeholders and statewide media, the CSI will be well-positioned to achieve its formidable installation goals in the latter years of the program.

Primary Interim Marketing & Outreach Activities and Materials

Appendix A of the Decision specifies a number of activities and outreach materials to be included in the Interim Plans, including installer training, brochures, fact sheets, bill inserts or other direct mailings, application training video and web-based seminars. We describe each of these in turn below.

Training & Education

Installer Training

Installer training is called for in point 3.c of Appendix A of the Decision. CCSE will conduct at least one (1) Installer-focused training session per month. Topics include, but are not limited to:

- Usage of the Online Tool
- Overview of the CSI program
- Handling of CSI-related paperwork
- Metering topics including technical requirements, Performance Data Providers, and Performance Monitoring and Reporting Services
- Non-PV solar technologies and the CSI
- Energy Efficiency and other SB1 Requirements
- PV and the NEC
- In-depth installation training via third-party trainers
- Key topics for the Residential marketplace
- Key topics for the Commercial marketplace
- Key topics for the Government and Non-profit marketplaces

CCSE currently conducts regular, monthly installer trainings and has already covered the majority of the above topics. CCSE staff delivers educational material, and expert facilitators are utilized where necessary. Sessions are often planned in coordination with the other PAs in order to promote

consistency across the three territories. The PAs, in conjunction with the CPUC, are working on developing consistent training materials for all regions to use.

Supply Chain and Customer Education & Outreach

In addition to training of installers, CCSE sponsors CSI-related workshops with broader appeal. These events are important to support various facets of the solar market, from encouraging new entrants to the solar industry to enabling demand for PV by educating homeowners and business decision makers about solar energy and their CSI options. Examples include, but are not limited to, the following:

- Co-sponsorship of third-party workshops
 - Solar job search essentials
 - Solar installation for homeowners
- Solar for Homeowners (monthly workshop)
- Solar Commercial Case Study
- Solar for Real Estate Professionals
- Solar Week Workshops

Targeted Marketing Activity in Lieu of Bill Inserts

Point 3.d. of Appendix A of the Decision directs CCSE to propose “other independent mailings or target marketing activities in lieu of a bill insert.” CCSE proposes continuation of three methods for large scale notifications to potential solar customers: 1) targeted direct mail, 2) Web-based Outreach; and 3) radio “public service” styled announcements. In addition, we are adding occasional newspaper and magazine advertisements targeted to the business audience.

Direct Mail

CCSE proposes a targeted direct mail campaign to approximately 250,000 SDG&E customers. Direct mail will be used to efficiently deliver specific CSI program information to homeowners, businesses and public agencies throughout the program service area. SDG&E agreed to cooperate with CCSE in identifying appropriate SDG&E customers for the 2007 direct mail pieces. CCSE would like to continue this cooperation for two mailings in 2008 – one in early summer 2008 and the other in early fall of 2008. Another option would be to purchase customer lists. The demographic targets will be determined in coordination with the Commission, and chosen in order to achieve balance between the need for large scale outreach and the desire to focus upon likely participants.

We aim to make the message actionable to the customer. Ideally several pieces would be developed for these mailings; a residential customer needs different information about the program than a large business owner or a government agency facility manager. In this way, direct mail has advantages over the bill insert, in that the same piece of collateral does not have to be mailed to every customer regardless of customer segment. We anticipate that for each mailing a complement of pieces will be mailed to distinct customer sub-lists; impacts and lessons from each mailing will be applied to subsequent targeting efforts.

At the same time, direct mail provides few impressions per dollar, and thus when used alone is not the most effective outreach mechanism for a program such as the CSI. CCSE proposes to complement the direct mail approach with additional outreach activities that will ensure the San Diego region’s broad and diverse population is adequately informed about the program.

Radio Tags / Public Service Announcements

In evaluating how to ensure as many people as possible are made aware of the CSI program, we examined the components of effective outreach. Outreach must occur at different times and with different methods. In support of reaching as many potential customers as possible, CCSE has evaluated two major providers of on-air radio tags, or Public Service Announcements. Both provide the opportunity to inform about the CSI program on a robust complement of stations that covers every demographic in the greater San Diego Gas & Electric service territory, including but not limited to talk radio, various music formats as well as Spanish language stations. Both provide broadcasts at various times of day with a varied message to be developed to the Commission's specifications. Whereas the direct mail option presents a single asset to a low-interest audience, the radio alternative will deliver approved messages several times per day on a variety of stations throughout the course of the year.

The demographics for each radio station covered in these plans is known and matches a similar demographic we would use for a targeted direct mailing. The format of the announcement is uniquely positioned just after the traffic reports – a time of extremely high listenership. Total listenership for these stations during traffic reports is 1,500,000. 64% of San Diego adults who own homes tune in at some point to one of these traffic reports. Further, this method is more inclusive of our large Spanish speaking population around San Diego and blends nicely with the current "Flex Your Power Now" radio announcements.

Newspapers and Magazines

CSI will occasionally focus on a target marketing approach using directories such as the Annual supplements of Business Journals' and other monthly and weekly publications' directories with long-range benefits. We will create advertorials, written by solar experts that point to the value of sustainable energy from an investment perspective.

Newsletter A: Stakeholders (Monthly)

Point 3.e. of Appendix A specifies that the CSI PAs "coordinate on one monthly electronic newsletter" to keep all stakeholders informed on CSI program details. The CSI Newsletter will continue to be a single newsletter designed to support all PA activities. The agreed-upon newsletter version contains facts and details about the entire CSI program. It will contain direct links to the PA's Web sites where the PAs will post details on items and events specific to each PA and relevant to the regions they serve.

Collateral

All collateral will reflect the following items as set forth in the Decision:

- Define the role of the CSI PAs in the Commission's CSI program;
- Reference the Go Solar Web site;
- Maintain consistent look and feel of the Go Solar materials;
- Mention the role of Energy Efficiency as pertains to CSI – currently, the audit requirement;
- Reference CPUC role and ratepayer funding.

Brochures

A brochure outlining the basic components of the CSI program will be developed and distributed. In conjunction with other PAs, CCSE will co-develop a summary version of the CSI Handbook for homeowners.

Fact Sheets

Fact Sheets will complement the more general nature of the CSI Overview brochure. CCSE envisions several versions of Fact Sheets in order to address different informational needs within the marketplace. Although there are interim Fact Sheets in place, these documents are being revised for 2008.

- Residential
- Contractor
- Non-Residential
- Government/Non-Profit
- Energy Efficiency

Video

Point 4.d. of Appendix A suggests that the PAs collaborate to develop a training video on the CSI program. This item was not accomplished during 2007, so it remains pending. The video will emphasize the process by which an applicant can participate in the CSI program. Specific topics that may be covered include:

- Where to find general information on CSI, photovoltaics, etc.
- Accessing the 12 month utility history
- Selecting a contractor
- Energy Efficiency audit requirements and resources
- Statewide online application tool
- Receiving the Reservation Confirmation
- Showing the PV installation
- Submitting the Incentive Claim
- Receiving the Incentive

Online Training Sessions and Resources

CCSE will further develop a series of internet-based training resources. Live trainings require the installers to decide between conducting their primary business service or attending a specific training at our location on a given date at a specific time. Usage of the internet to deliver similar trainings allows the installers to receive the necessary training at any time and any location with internet access. We feel this is a substantial and necessary service for CCSE to support its growing installer customer base.

These trainings will supplement live trainings. Content delivered via the internet is both viewable and listenable by the participants. Live trainings will be recorded via the service and posted to the CCSE website. This will also allow attendees to participate in the training live and then review the entire training at a later date. An outreach to let installers know about these webinars will be included.

Bundled Outreach

CCSE handles many programs relevant to the existing CSI marketplace. As such, we are anticipating leveraging CSI within future outreach efforts of these other programs. In order to fairly and equitably charge CSI within these bundled efforts, we utilize the following methodology:

- Utilize CSI collateral, CSI fact sheets, and references to GoSolar! website whenever possible to maximize exposure and minimize cost.
- Apportion to CSI the costs of bundled materials based on the percentage of physical real estate dedicated to CSI.

At this time, we have several events planned in which CSI will be bundled with other CCSE programs. Costs defined as bundled outreach include only unique costs not already included in other items.

Newsletter B: General Population (Quarterly)

This quarterly newsletter would be for the general population and include success stories of CSI outreach and home, business and government nature. Initially this would cover CCSE's program area only, though we are very much open to making this a statewide endeavor pending Commission guidance.

Alliances and Co-Promotions

Outreach to customers will occur at trade shows throughout the year, including ASES, Solar Power 2008, Earth Day 2008, Home Shows, Auto Show and others. Neighborhood events will be developed through homeowner associations, real estate and financial institution professional associations and summer concert tie-ins.

SANDEE nominating entries and awards programs reach all three of our target markets as well. CSI will outreach through alliances to co-promote with non-profit organizations such as American Lung Association, Environmental Health Coalition, Birch Aquarium, R.H. Fleet Science Center, San Diego Foundation and others.

Rebuild San Diego

Rebuild San Diego (RSD) was formed in 2007 to help victims of recent fires. These victims will find one-stop shopping "Rebuild Central" at CCSE. This coalition of professionals and volunteers will provide integrated, complete unbiased information and assistance to fire survivors as they start to rebuild their lives. The program's integrated approach will include Energy Efficiency, Solar Energy, and Sustainable Technologies.

Interactive Outreach

Contractors regularly report that the vast majority of solar customers in the greater SDG&E service area have broadband access and are increasingly relying on the internet for informational resources and bill paying.

In 2008, we will follow up our initial outreach via web-integrated mass media radio. Stations which also have streaming media include progressive news talk, soft rock, conservative news talk, country, easy

listening, new age, world, classical, and rock and roll. We have purchased key words and phrases on the websites of these radio stations. When a listener searches the radio's website for certain topics that contain our key words or phrases, their search results deliver the CSI website as the number one result. For example, if a listener enters "solar" in the radio station's search engine, CSI comes up in the number one position.

Budget

CCSE PY2008 CSI Interim Marketing and Outreach Budget

Installer Training	\$ 75,000.00
Targeted Marketing	
Direct Mail	\$ 100,000.00
Interactive Outreach	\$ 10,000.00
Radio Tags/PSA	\$ 130,000.00
Newsletter	\$ 30,000.00
Printed Collateral	\$ 25,000.00
Video (CCSE portion)	\$ 15,000.00
Online Training	\$ 20,000.00
Bundled Outreach	
Solar San Diego Newsletter	\$ 10,000.00
Newspaper and Magazines	\$ 30,000.00
Rebuild San Diego	\$ 25,000.00
Alliances and Co-Promotions	\$ 30,000.00
Total	\$ 500,000.00

Summary

CCSE will use a creative, efficient complement of marketing strategies and tactics and leverage dollars with CSI PA partners to educate the marketplace about solar technologies and improve awareness of the CSI program. CCSE's activities are undertaken with the primary goal of fully subscribing available incentive funds and encouraging the installation of photovoltaics among citizens, businesses and public agencies throughout the SDG&E service territory.